



City of Arts & Innovation

News Release

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Take Back the Wall Poster and Video Contests Now Open

RIVERSIDE, Calif. – Do you have artistic talent? Are you a middle or high school student in the City of Riverside? Would you like to be \$500, or even \$1,000 richer? If you answered yes to these questions, the Take Back the Wall Poster and Video Contests are for you!

Sponsored by the City of Riverside Public Works Department, these two contests encourage students to express themselves creatively through legal artwork while discouraging graffiti vandalism. Messages in the videos and posters must align with the contest theme, which is “Art, Express Yourself Legally.”

The Take Back the Wall Poster Contest is open to 7th and 8th grade students who will compete for cash prizes up to \$500. Students will use their artistic abilities to create a poster promoting what it means to create legal art.

The Take Back the Wall Video Contest uses media arts and video production to increase peer-to-peer awareness of graffiti vandalism. High School students will compete for cash prizes up to \$1,000. Students will create a 60-second Public Service Announcement Video to educate their peers that graffiti is illegal and is not art.

The top three video and poster entries will be awarded in May 2013. Winning entries will be featured on the City of Riverside Website and local TV Cable Access channels.

Students are encouraged to get their schools involved in the contest. Teachers and principals can schedule class presentations any time during the contest period. City staff will explain the contest to students, help them develop competitive entries, and answer any questions.

For complete contest information, students may download the contest toolkits from www.riversideca.gov/graffiti. The contest is open from November 1, 2012 through January 31, 2013. All entries are due by 5:00pm on the deadline date.

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The Riverside Anti-Graffiti Program educates the public about the impact graffiti has on a community through a combination of media and outreach targeted toward three primary segments: youth; business; and community. The program also includes eradication and prevention measures.